

Message Text

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PAGE 01 SINGAP 02827 260933Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----043217 261216Z /53

R 260750Z JUN 78
FM AMEMBASSY SINGAPORE
TO SECSTATE WASHDC 574
INFO USDOC WASHDC
AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR

UNCLAS SINGAPORE 2827

USDOC FOR BED/OIM

E.O. 11652: N/A
TAGS: BEXP, SN
SUBJECT: FY 80 CCP

REFS: A) STATE 155550; B) SINGAPORE 2428

1. POST APPRECIATES SCHEDULING READJUSTMENTS INDICATED
IN PARAGRAPHS 3 AND 5 OF REFTEL A. PER PARA 6, ANOTHER
COPY OF SINGAPORE CONVENTION CALENDAR, 1978-1981, WAS
AIRPOUCHED TO COMMERCE ON JUNE 21.

2. WITH RESPECT TO THE SIMULTANEOUS STAGING OF AN
OFFSITE MAJOR PARTICIPATION OF ABOUT 20 EXHIBITORS IN
PRINTPAC ASIA 79 FROM NOVEMBER 7-9, 1979, WITH AN ONSITE
MAJOR EXHIBITION OF ABOUT 20 FIRMS IN THE FOOD PROCESSING
AND PACKAGING INDUSTRY, THE REAL CONCERNS EXPRESSED BY
THE IMC DIRECTOR AND THE EMBASSY IN REFTEL B, PARAS 2
AND 3, CONTINUE TO WORRY US. THE MAJOR CONSTRAINT ON
WHAT AMOUNTS TO TWO MAJOR EVENTS TO IMPLEMENT AT THE
SAME TIME IS MORE MANPOWER THAN BUDGET, SINCE APPROPRIATE
BUDGET FOR TWO SHOWS WOULD BE AVAILABLE AS WELL AS
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BROADER PROMOTION SERVICE CONTRACT AND SUFFICIENT
ADDITIONAL EXHIBIT SYSTEM.
SIMULTANEOUS MAJOR SHOWS OF 20 PARTICIPANTS EACH
WILL REQUIRE SIMULTANEOUS MOUNTING AND STRIKING. USIMC
HAS A TRAINED 2-MAN CREW TO HANDLE. IN ADDITION USIMC
PROFESSIONAL STAFF IS TOTALLY OCCUPIED DURING ON EXHIBITION
SEMINAR SERVICING EXHIBITORS REQUESTS, ARRANGING PRESS

COVERAGE, CONDUCTING PRODUCT ANALYSIS AND SECURING PARTICIPANTS FORMS. THIS NORMALLY CONSTITUTES A 12 HOUR DAY BEGINNING AT 8:00 A.M. TO DUPLICATE THESE SERVICES AT THE SAME TIME WOULD PLACE INORDINATE STRAIN ON STAFF AT TWO LOCATIONS RISKING A LESS THAN COMPLETE JOB AT EACH.

3. FROM MARKET VIEWPOINT, A GENERAL PRINTING AND PACKAGING SHOW WILL DRAW A BIGGER AUDIENCE THAN JUST FOOD PROCESSING AND PACKAGING WHICH HAS BEEN PARTLY COVERED IN RECENTLY STAGED PROMOTIONS SUCH AS SWISSASEAN AND TO A LESSER EXTENT FOODASIA. SINGAPORE DOMESTIC MARKET FOR FOOD PROCESSING EQUIPMENT LIMITED MAINLY TO PORK, POULTRY, AND GRAIN MILLING INDUSTRIES WHICH COULD PROBABLY BE BETTER COVERED BY SELECTIVE TRADE MISSION ALSO GOING TO THAILAND, MALAYSIA, AND/OR INDONESIA. FOOD PROCESSING & PACKAGING EQUIP SURVEY DONE BY P.A. MANAGEMENT ON APRIL 25, 1977, IS CLEARLY NOT OPTIMISTIC OVER THE MARKET PROSPECTS THIS CATEGORY. SEE SUMMARY AND CONCLUSIONS SECTION.

4. FOR THE ABOVE REASONS, THE IMC PREFERS TO DEVOTE ITS LIMITED HUMAN RESOURCES TO SUPPORT THE PRINTAAC OFFSITE IN EARLY NOVEMBER 1979 AND TO PROMOTE A DIFFERENT THEME ONSITE, IDEALLY IN JANUARY 1980 WHICH OTHERWISE WOULD BE A SLACK MONTH. THE ONLY REASON THAT THE TANDEM MINIEXHIBITION OF WELDING EQUIPMENT/METAL SURFACE TREATMENT

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MACHINERY APPEARED LOGICAL WAS THAT MINIEXHIBITIONS BY DEFINITION WERE CONCEIVED AS SMALL ENOUGH EVENTS SO THAT THEY WOULD NOT CONFLICT WITH USDOC WORLDWIDE PROMOTION SCHEDULE, THUS GIVING MORE SCHEDULING FLEXIBILITY IN CASES SUCH AS THIS ONE.

5. WHILE DISCUSSIONS HAVE BEGUN IN THE EMBASSY TO DEVELOP THEMES FOR THE BEST PROSPECTS REPORT FOR FY 81 DUE SEPTEMBER 15, NO CONCRETE ALTERNATE THEME RECOMMENDATIONS ARE READY AT THIS TIME AS PRACTICALLY ALL THEMES RECOMMENDED IN PRELIMINARY CONTRIBUTIONS FOR FY 80 CCP AND IN BEST PROSPECTS FOR FY 80 ARE ALREADY INCORPORATED IN ONE FORM OR ANOTHER IN FY 80 CCP OR HAVE BEEN BROUGHT FORWARD AS FY 79 CAMPAIGNS.

INGRAHAM

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780264-0662
Format: TEL
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780620/aaaaaqyr.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 155550, 78 SINGAPORE 2428
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2208754
Secure: OPEN
Status: NATIVE
Subject: FY 80 CCP
TAGS: BEXP, SN
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/be11ee7f-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014